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The culinary act in everyday life: definition and pilot study

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INTRODUCTION

Cooking at home, according to studies, newspapers and social networks, has become increasingly popular¹. This is in contrast to a reduction in time spent on culinary preparation by 18 minutes in France between 1986 and 2010².

While health education programs promote consumer responsibility and invite them to consume a more balanced diet³, **we question the place of cooking in everyday life in France.**

OBJECTIVES

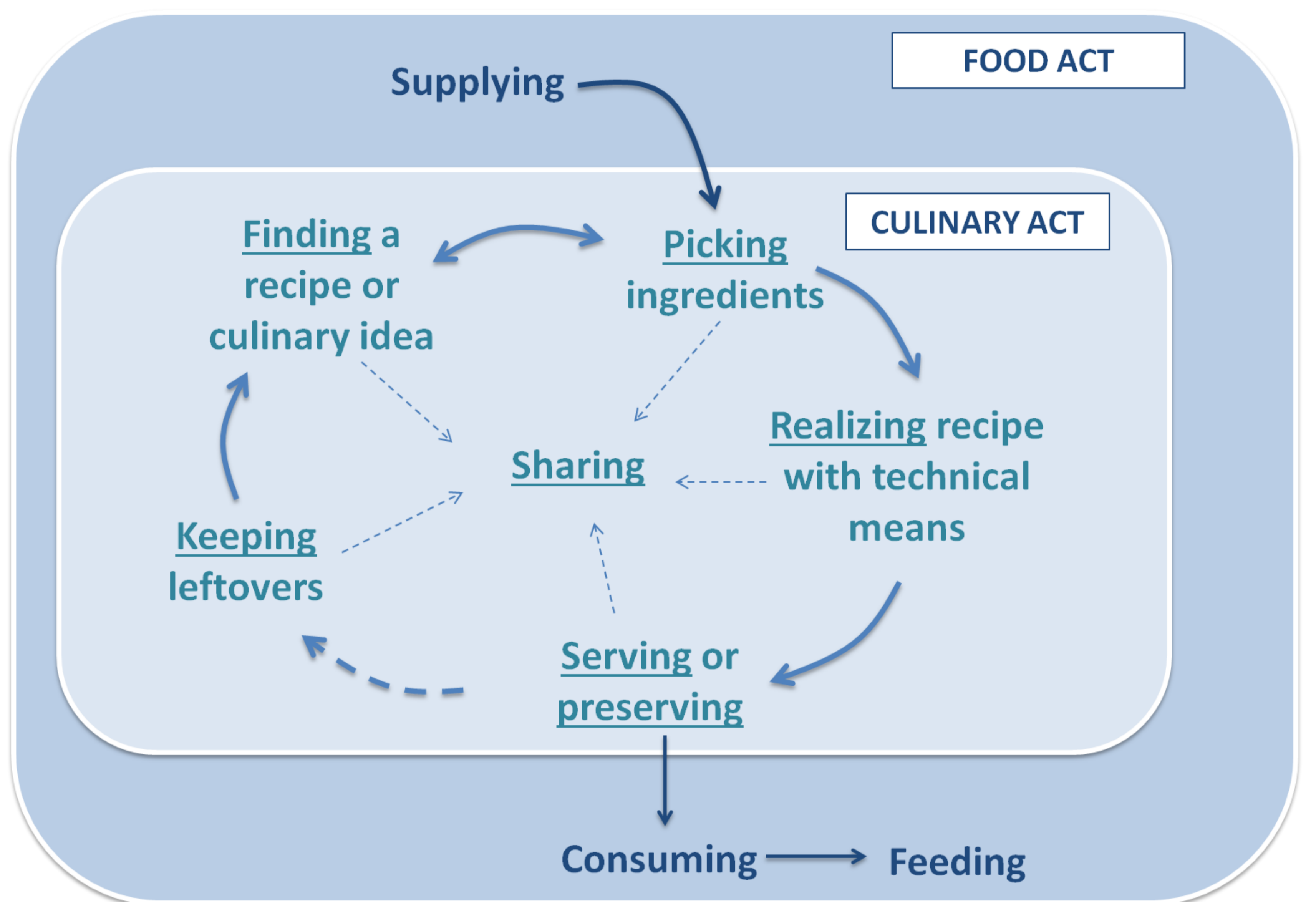
As part of a 3 years PhD project we aim to understand representations, constraints and levers for action of culinary act in consumers' daily life.



Key words: culinary act, cooking, culinary organisation, everyday life, domestic sphere

CULINARY ACT: DEFINITION

The culinary act is a **cycle of actions** that leads to the realization of the desired dish. It is an integral part of the food act. A cycle starts either when you **find** an idea or a recipe, or when **selecting** the ingredients. These actions are followed by the **realization of the recipe**, by technical means, and by conceptual and perceptual skills. Subsequently, the preparation will be **served or preserved**⁴ i.e. jams. After the consumption, there may be **leftovers** that will need to be served again. Thus, a new cycle begins as a new idea can emerge from leftovers. Throughout this cycle, the individual might **share** steps with his family or friends.



PILOT STUDY

By following the culinary act cycle, a pilot study was developed for the first PhD year. The aim is to bring insights to the question: How does the daily culinary act evolve according to the representations, the constraints and levers for action of French food practices?

A qualitative pilot study is realized to test methodology and capture **projections and representations** of culinary organization of the week⁵.

Study targets



Individuals in active employment, with various family situations

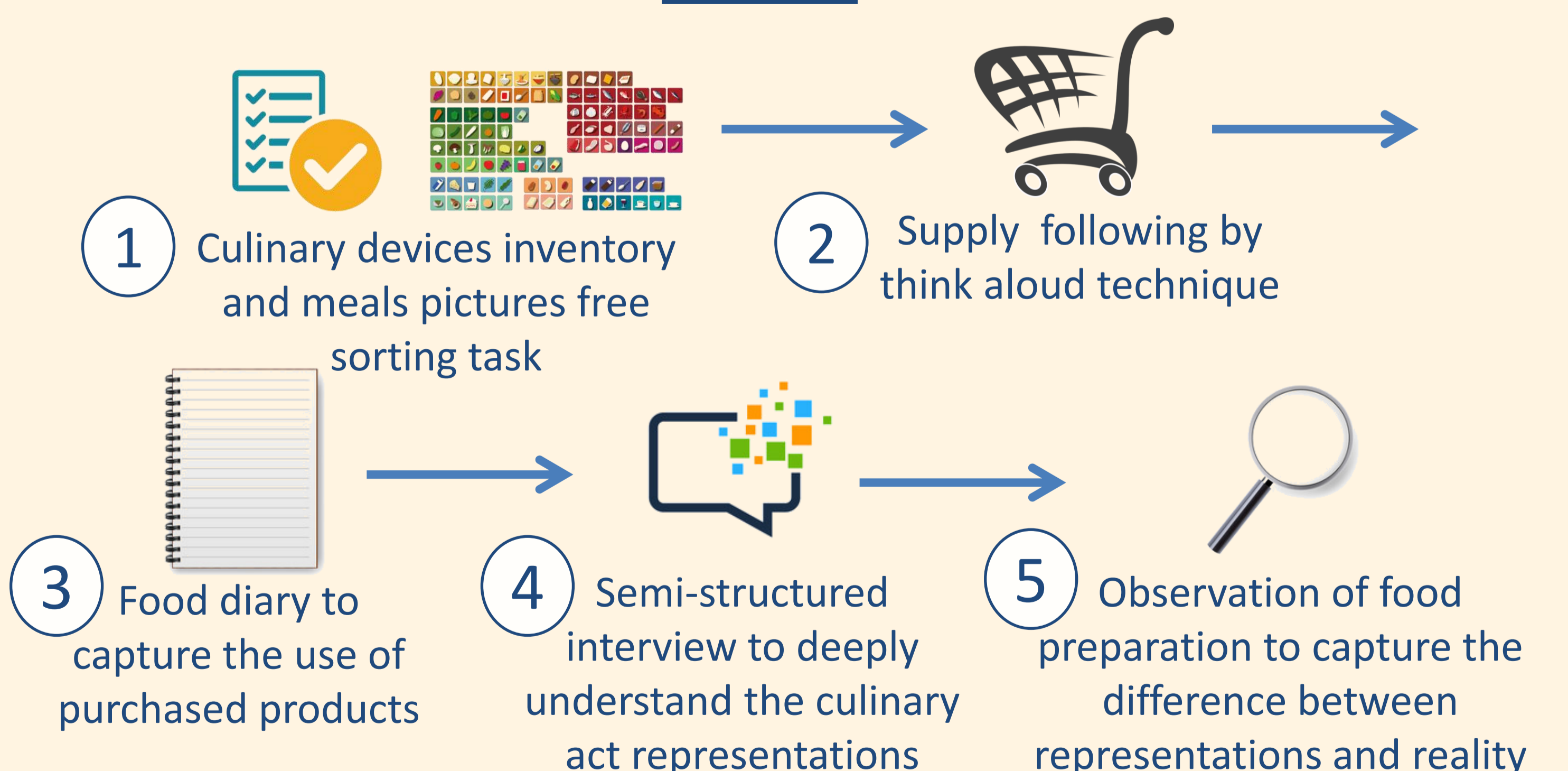


Consume ready-to-eat meals less than 3 times a week



Reflexive positioning verified with questions on culinary creativity⁶

Protocol



This diverse and complementary methodology focuses on the elements that prefigure the French consumer's culinary act. The purpose is capturing representations of each part of the culinary act cycle in the consumer's daily life.

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